

THE NCS™

The National Citizen Survey™

Kerrville, TX

Community Livability Report

2016



NRC

National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Kerrville. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 513 residents of the City of Kerrville. The margin of error around any reported percentage is 4% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

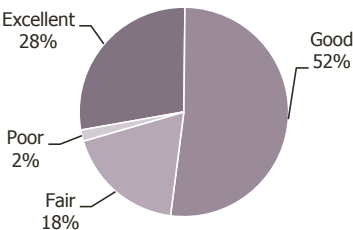


Quality of Life in Kerrville

A vast majority of respondents gave excellent or good ratings to the overall quality of life in Kerrville. This rating was similar to quality of life ratings reported in other jurisdictions nationwide (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall Quality of Life



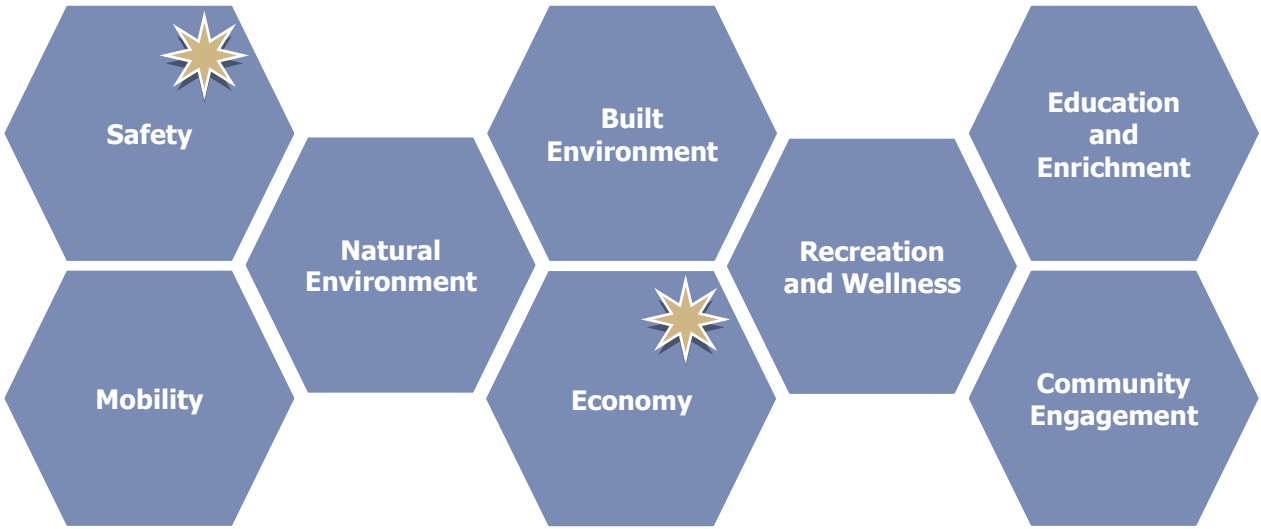
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Kerrville community in the coming two years. Ratings for all facets were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Kerrville’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Community Characteristics

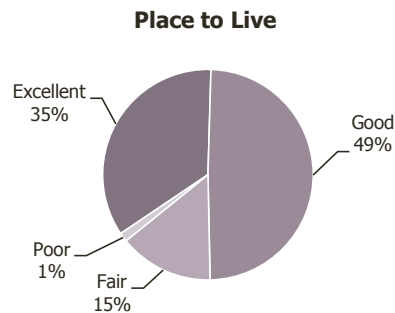
What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Kerrville, 84% rated the City as an excellent or good place to live. Respondents' ratings of Kerrville as a place to live were similar to ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Kerrville as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Kerrville and its overall appearance. About 7 in 10 survey participants awarded high marks to the City as a place to raise children and to the overall image and appearance of Kerrville, while about 8 in 10 favorably rated their neighborhood as a place to live; these ratings were all strong and similar to the national benchmark comparisons. A vast majority of respondents (83%) gave an excellent or good rating to Kerrville as a place to retire, which was higher than ratings seen in comparison communities.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Within the facet of Safety, 85% of residents favorably rated the overall feeling of safety in Kerrville, while about 9 in 10 gave high marks to the feeling of safety in their neighborhood. Ratings in the facet of Mobility ranged from a low of 21% excellent or good for ease of travel by public transportation to a high of 85% excellent or good for the overall ease of travel in Kerrville. Aspects of Mobility tended to be similar to the national benchmark comparisons; however, ratings for ease of travel by bicycle and ease of travel by public transportation were lower in Kerrville than in other communities nationwide. At least three-quarters of respondents gave excellent or good ratings to all aspects of Natural Environment, including the quality of the overall natural environment in Kerrville and the cleanliness of the City. While nearly 6 in 10 respondents awarded high marks to the overall built environment, only about one-third of residents or less favorably rated new development in Kerrville, the availability of affordable quality housing and the variety of

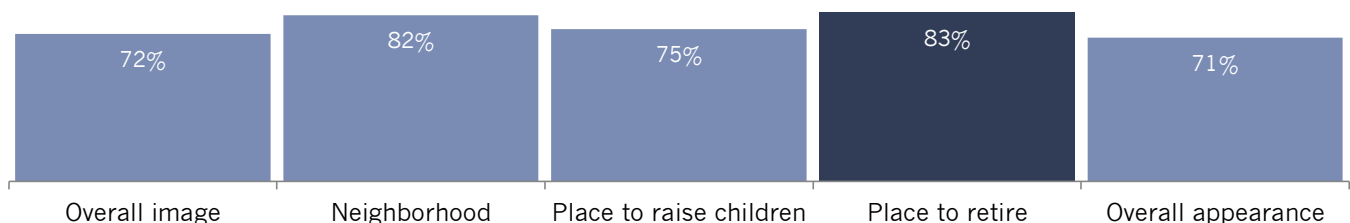
housing options; ratings for these three aspects were lower than ratings seen elsewhere. About half of respondents or more gave high marks that were similar to the benchmark to the overall economic health of Kerrville, the quality of business and service establishments in the City, the City as a place to visit and Kerrville as a place to work. About one-quarter of participants favorably rated the vibrancy of Kerrville's downtown/commercial area and shopping opportunities; ratings for both of these aspects were lower than ratings seen elsewhere. All aspects of Recreation and Wellness, Education and Enrichment and Community Engagement received excellent or good ratings from at least 4 in 10 respondents, and were similar to the national benchmark comparisons.



Percent rating positively (e.g., excellent/good)

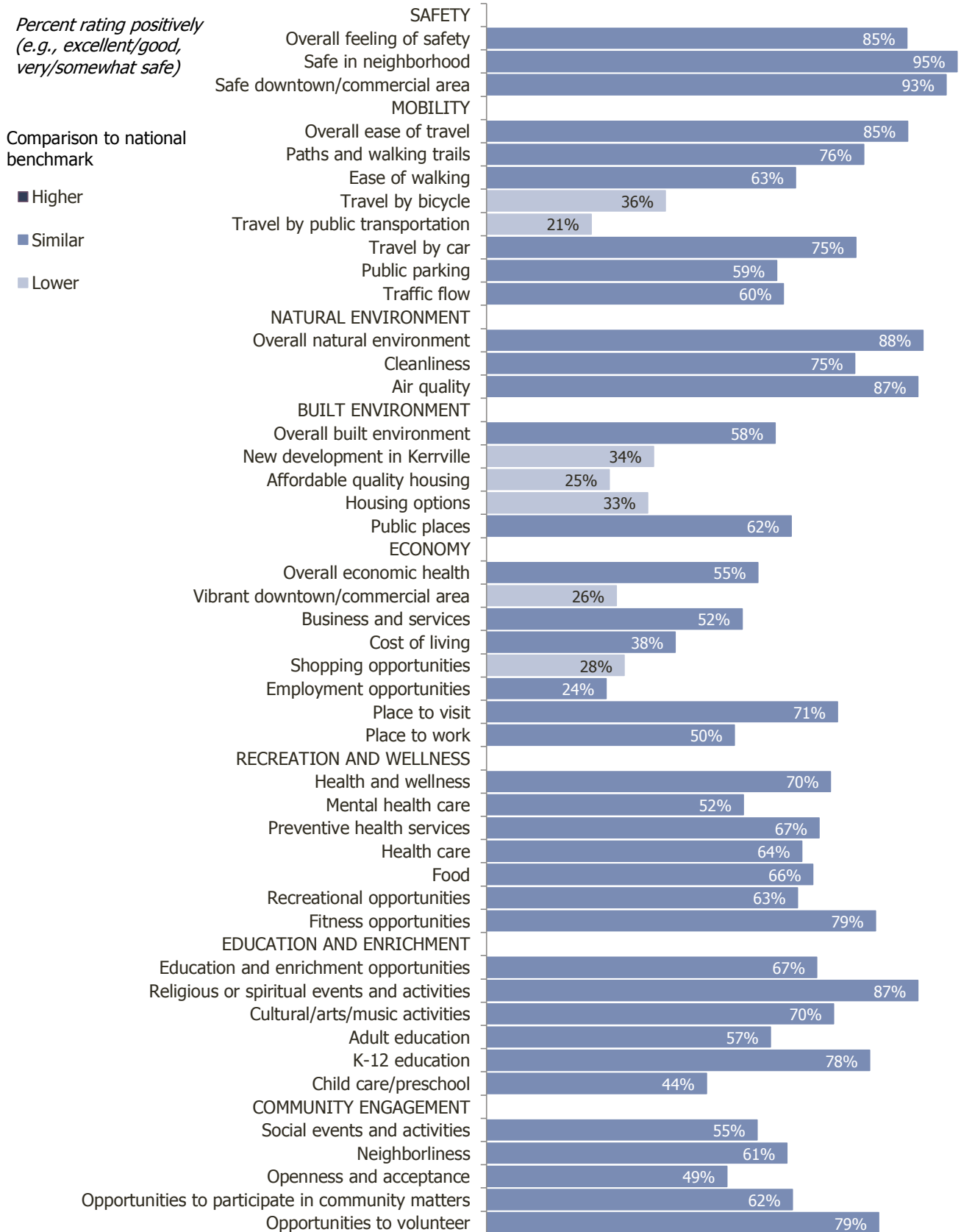
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



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Figure 1: Aspects of Community Characteristics



Governance

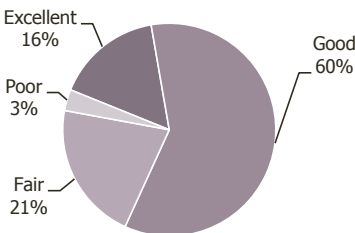
How well does the government of Kerrville meet the needs and expectations of its residents?

The overall quality of the services provided by Kerrville as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About three-quarters of respondents gave high marks to the quality of services provided by the City of Kerrville, while about 4 in 10 gave positive ratings to the quality of services provided by the Federal Government. Ratings for both of these measures were similar to the national benchmark comparisons.

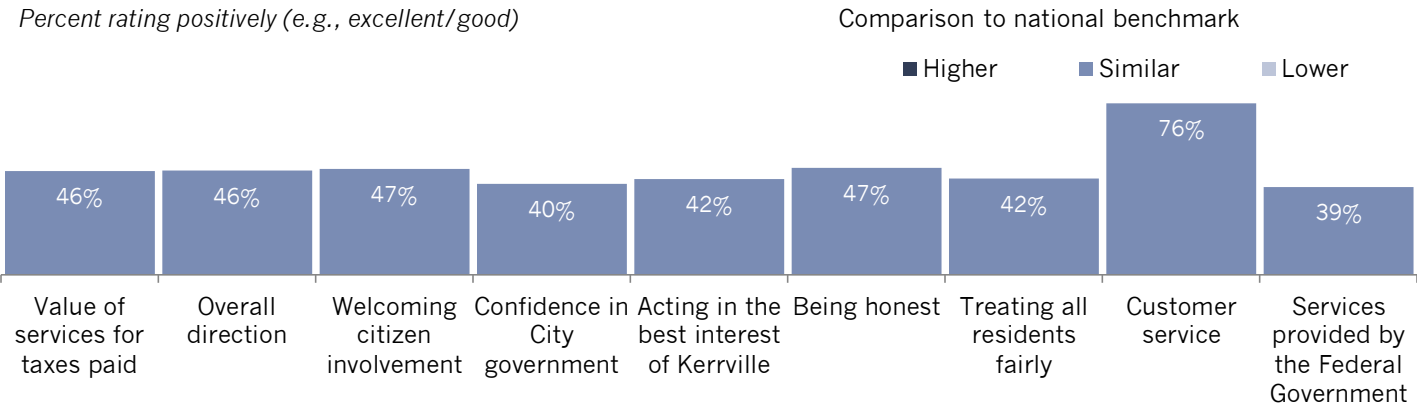
Survey respondents also rated various aspects of Kerrville’s leadership and governance. Ratings for aspects of Kerrville’s leadership and governance tended to be similar to ratings seen in comparisons communities. About three-quarters of respondents awarded high marks to the customer service provided by Kerrville employees, and more than 2 in 5 positively rated the value of services for taxes paid, the overall direction Kerrville is taking, the job the City does at welcoming citizen involvement and being honest.

Respondents evaluated over 30 individual services and amenities available in Kerrville. Ratings for Kerrville services and amenities tended to be similar to the national benchmark comparisons; however, there were a few noteworthy exceptions. Within the facet of Mobility, participants gave ratings that were lower than those seen in comparison communities to street repair, street cleaning and bus or transit services. Ratings for storm drainage were also lower than the benchmark. All other Kerrville services received ratings that were strong and similar to ratings seen in other communities nationwide. Top-rated Kerrville services included police, fire, ambulance/EMS, fire prevention, power utility, utility billing and City parks; about 8 in 10 or more respondents positively rated all of these services.

Overall Quality of City Services

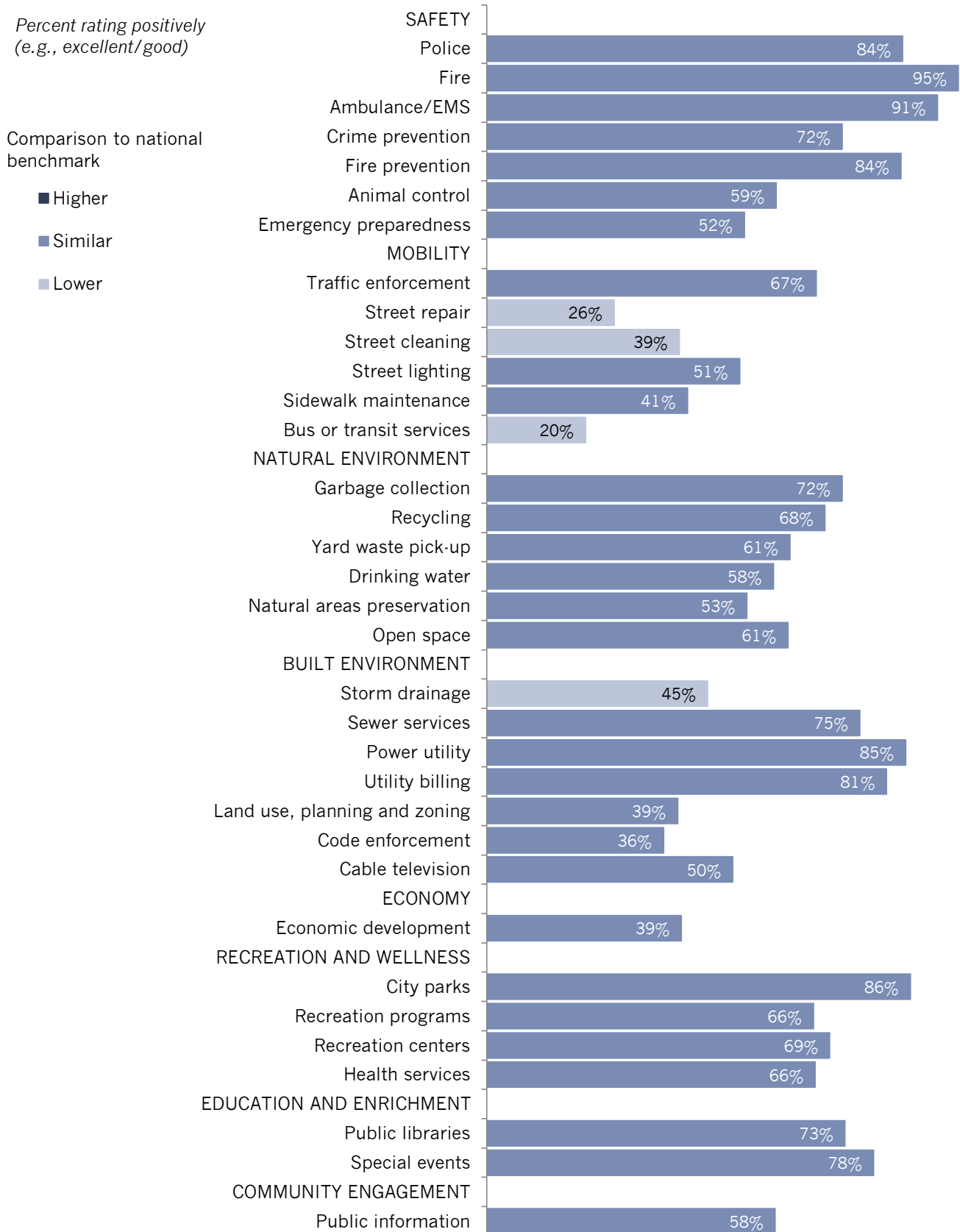


Percent rating positively (e.g., excellent/good)



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Figure 2: Aspects of Governance

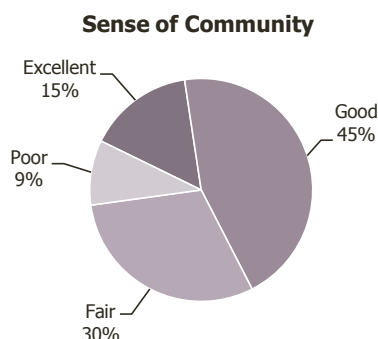


Participation

Are the residents of Kerrville connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. A majority of residents (60%) gave an excellent or good rating to the sense of community in Kerrville. This is similar to sense of community ratings reported in other jurisdictions across the nation. About 8 in 10 respondents would recommend living in Kerrville to someone who asked and planned to remain in Kerrville for the coming five years; both of these levels were similar to the national benchmark. About 4 in 10 residents indicated that they had contacted a City of Kerrville employee for help or information in the 12 months prior to the survey.

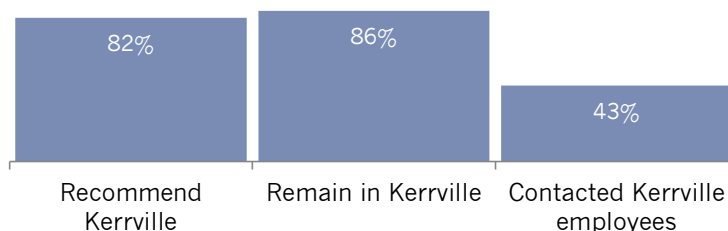
The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Within the facet of Safety, about 8 in 10 residents had not reported a crime and about 9 in 10 were not the victim of a crime in the 12 months prior to the survey. Levels of participation in Mobility tended to be somewhat lower. About 4 in 10 residents had walked or biked instead of driving, and 5% had used public transportation instead of driving; these levels were both lower than the national benchmark comparisons. Participation rates in the facets of Natural Environment, Built Environment and Recreation and Wellness were strong and similar to rates seen in other communities nationwide. Almost all respondents (96%) had purchased goods or services in Kerrville, and about half reported working in Kerrville; the proportion of respondents who reported working in Kerrville was higher than the benchmark. Within the facet of Education and Enrichment, about two-thirds of residents had participated in religious or spiritual activities (a rate that was higher than the national comparison), while about half had used Kerrville public libraries or their services (a rate that was lower than the benchmark). Kerrville residents reported a higher level of volunteering than residents of other communities across the country.



Percent rating positively
(e.g., very/somewhat likely,
yes)

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



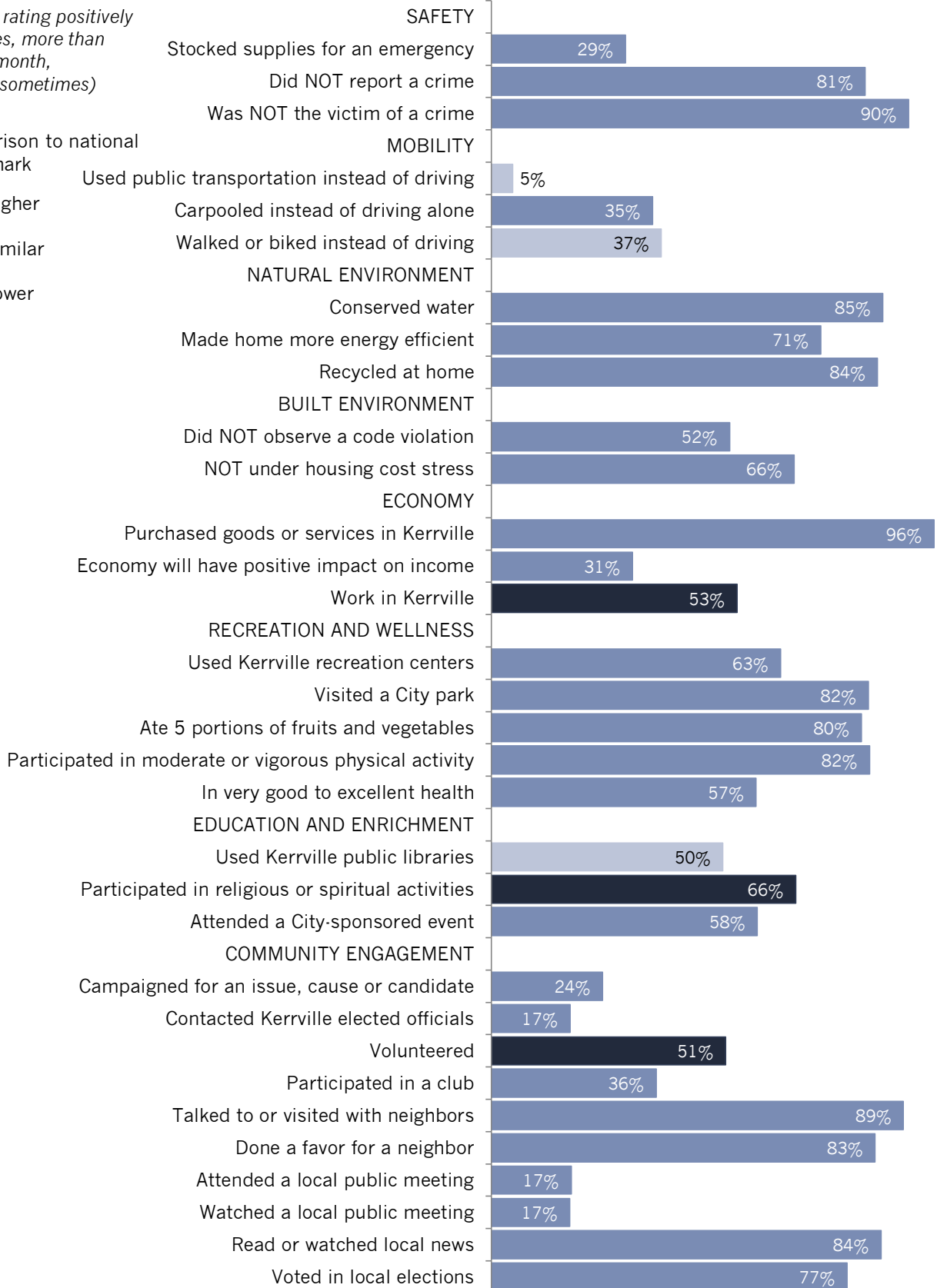
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower

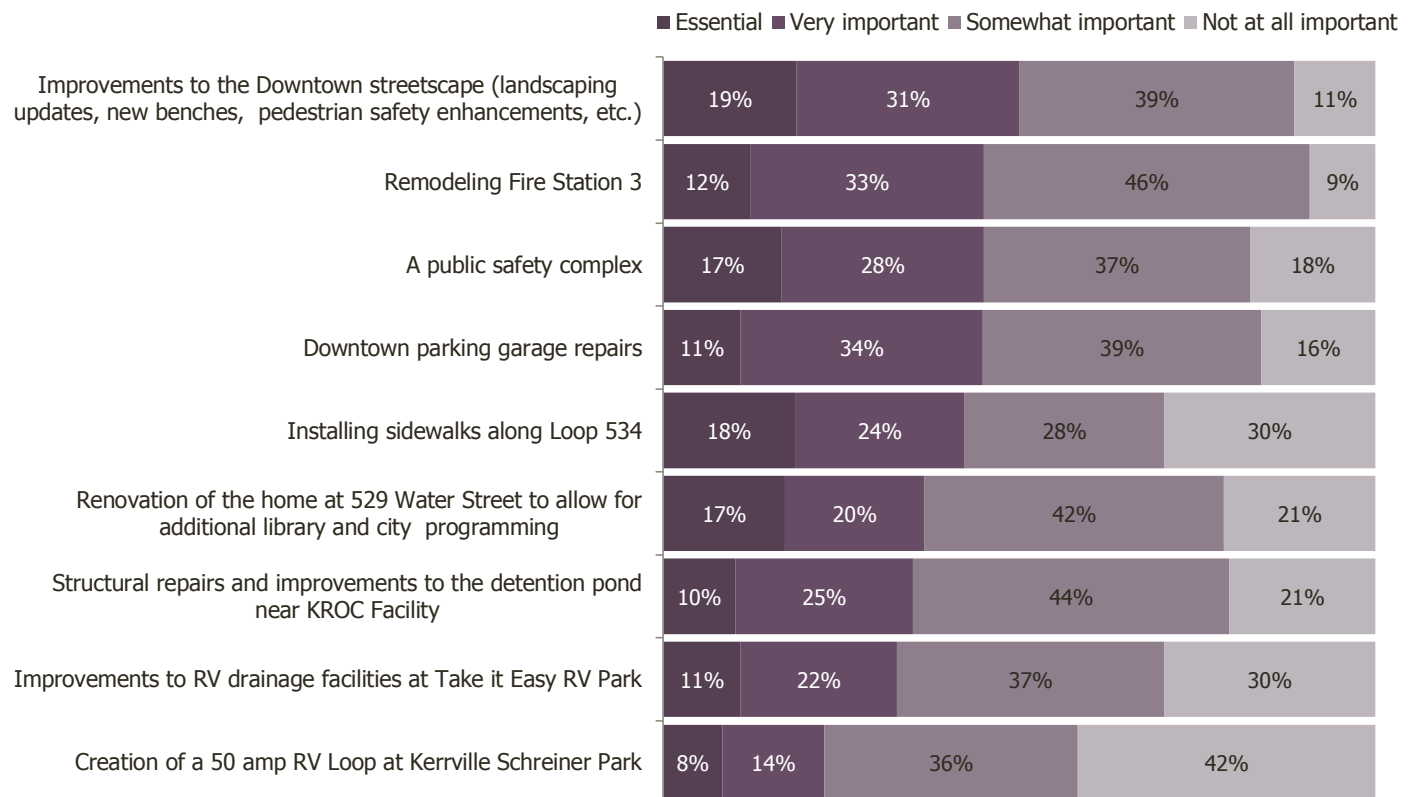


Special Topics

The City of Kerrville included six questions of special interest on The NCS. The first special interest question asked residents to rate how important it should be for the City of Kerrville to invest resources into various capital projects over the next five years. About half of respondents indicated that it would be essential or very important for the City to invest resources in improvements to the Downtown streetscape. Remodeling Fire Station 3, a public safety complex, Downtown parking garage repairs and installing sidewalks along Loop 534 were seen as essential or very important by about 4 in 10 residents.

Figure 4: Importance of Investment of Resources in City Capitol Projects

Please rate how important, if at all, you think it is for the City of Kerrville to invest resources in each of the following capital projects over the next five years:

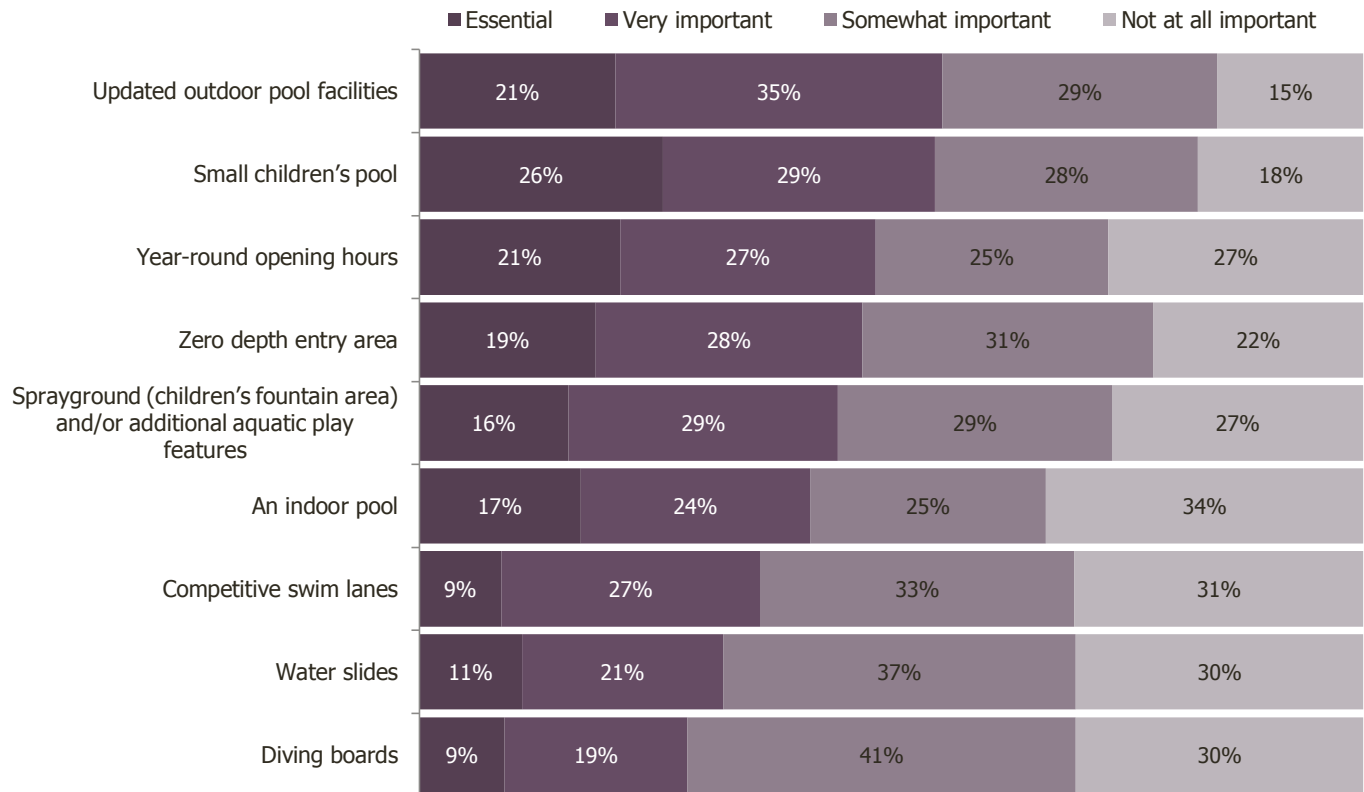


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Respondents were next asked to rate the importance of including various new features during the expansion and renovation of the City's Olympic Pool. A majority of respondents indicated that updated outdoor pool facilities and a small children's pool were essential or very important features. All other features were seen as essential or very important by less than half of respondents.

Figure 5: Importance of Potential City Pool Renovations

The City is considering renovating and expanding the Olympic Pool. Please indicate how important, if at all, you think it should be for the City to include the following features in the existing aquatic facility:

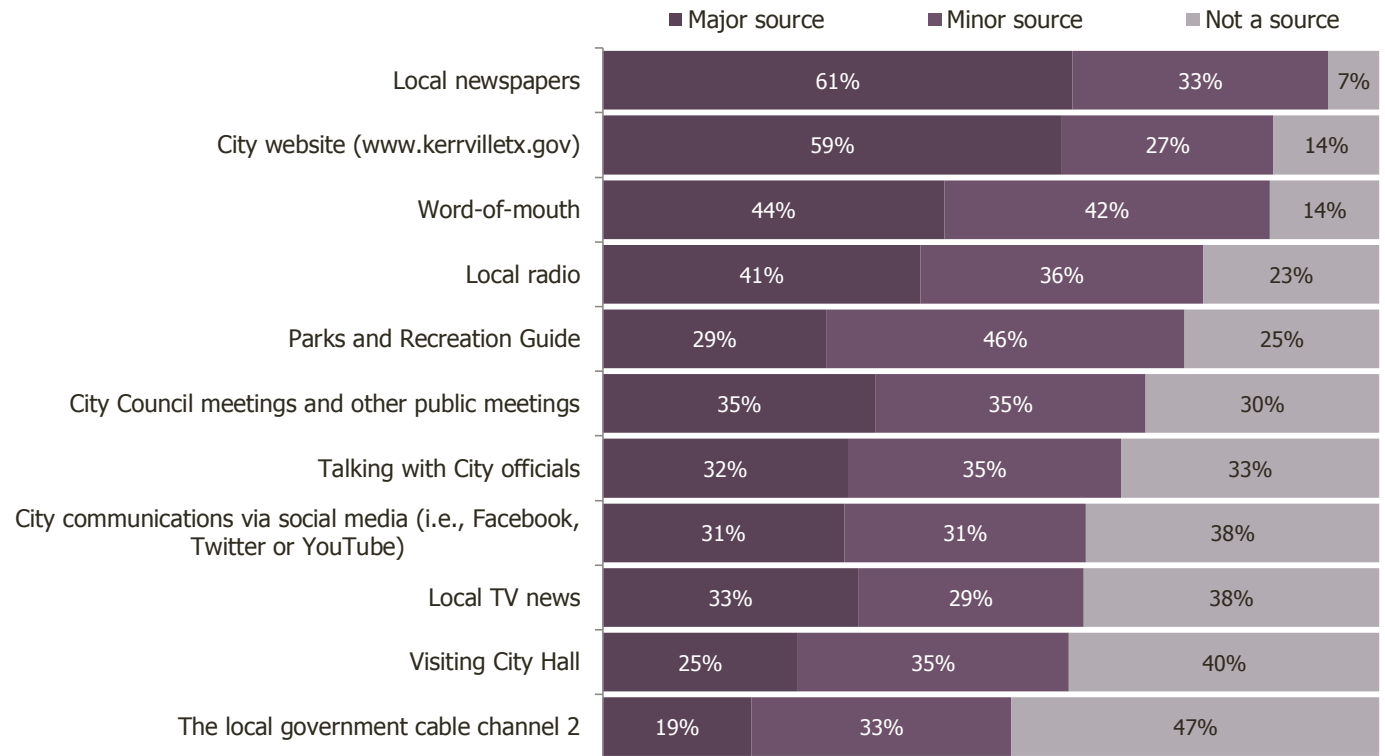


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The third special interest question asked respondents about sources they used to obtain information about the City and its activities, events and services. About 9 in 10 respondents indicated that local newspapers were major or minor sources of City information. Slightly fewer respondents indicated the City website, word-of-mouth and local radio were sources of information about the City.

Figure 6: Sources of City Information

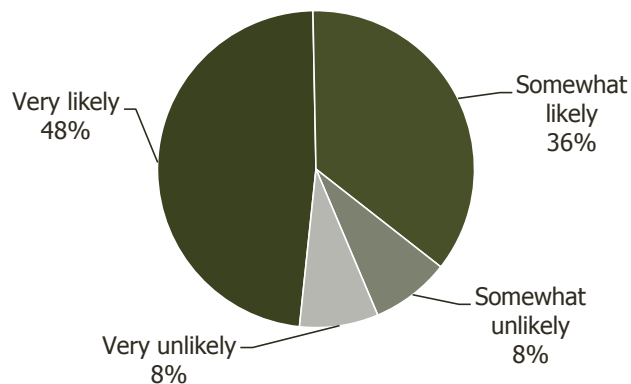
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:



The next special interest question asked residents how likely or unlikely they would be to read a monthly City newsletter. Most participants (84%) indicated that they would be at least somewhat likely to read the City's proposed newsletter.

Figure 7: Likelihood of Reading City Newsletter

How likely or unlikely would you be to read a monthly City Newsletter if it were available to you?

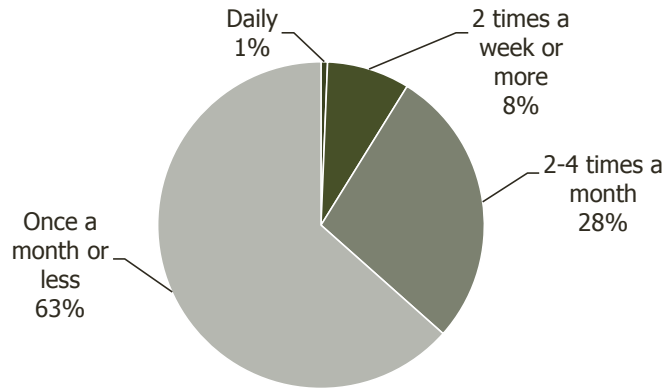


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Survey participants were next asked to indicate how often, if at all, they visited the City Website. About 4 in 10 residents reported using the Website more than once per month.

Figure 8: Frequency of City Website Use

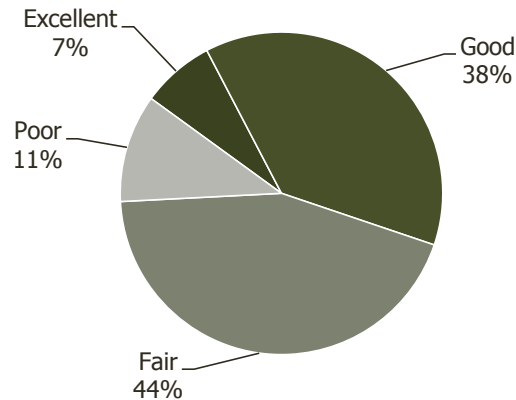
About how often, if at all, do you visit the City Website?



The final special interest question asked residents to evaluate the ease of finding information on the City website. Forty-five percent of respondents gave a positive rating to the ease of finding information on the City website.

Figure 9: Ease of Finding Information on City Website

How would you rate the ease of finding information on the City Website?



Conclusions

Kerrville residents enjoy a high quality of life.

About 8 in 10 survey respondents gave positive ratings to the overall quality of life in Kerrville, the City as a place to live, their neighborhoods as a place to live and the City as a place to retire. Ratings for the City as a place to retire were higher in Kerrville than in other communities nationwide. About 4 in 5 respondents would recommend Kerrville to someone who asked, and a similar proportion planned to remain in Kerrville for the next five years. Additionally, about 6 in 10 residents gave an excellent or good rating to the sense of community in Kerrville.

The Economy is a top priority for residents.

Residents indicated that Economy was an important issue for the community to address in the next two years, and ratings within this facet varied across the three pillars of community livability. About half of respondents or more gave high marks to the overall economic health of Kerrville, the quality of business and service establishments in the City and Kerrville as a place to work, while about 7 in 10 positively rated the City as a place to visit; these ratings were all strong and similar to other communities. However, about one-quarter of participants gave favorable ratings that were lower than ratings seen in comparison communities to the vibrancy of Kerrville's downtown/commercial area and shopping opportunities. Almost all respondents had purchased goods or services in Kerrville, and about half reported working in Kerrville; the proportion of respondents who reported working in Kerrville was higher than levels seen elsewhere.

Safety is an important and positive feature of the community.

Respondents also indicated that Safety was an important area for the community to focus on in the coming two years, and ratings within this facet were generally positive and similar to those given in other communities. About 9 in 10 respondents reported feeling safe in their neighborhoods, and 8 in 10 positively rated the overall feeling of safety in the City. At least 8 in 10 participants gave high marks to police, fire, ambulance/EMS and fire prevention services; ratings for all Safety-related services were similar to ratings seen in other communities nationwide. Additionally, about 4 in 5 participants had not reported a crime and about 9 in 10 had not been the victim of a crime in the 12 months prior to the survey. When asked about the importance of investing City resources in various capital projects over the next five years, about 2 in 5 residents indicated that remodeling Fire Station 3 and investing in a public safety complex were essential or very important capital projects.

Mobility may be a potential area for improvement.

Ratings in the facet of Mobility tended to be similar to or lower than ratings seen in comparison communities. Most residents (85%) gave excellent or good ratings to the overall ease of travel in Kerrville, and about three-quarters positively rated the availability of paths and walking trails and the ease of travel by car; these ratings were strong and similar to ratings seen in other communities. However, participants gave ratings that were lower than the national comparisons to the ease of travel by bicycle and ease of travel by public transportation. Ratings for Mobility-related services varied: while about 4 in 10 or more participants gave high marks to traffic enforcement, street lighting and sidewalk maintenance (which were similar to ratings seen elsewhere), ratings for street repair, street cleaning and bus or transit services were lower in Kerrville than in other communities across the country. The proportion of respondents who had carpooled instead of driving alone was similar to the national benchmark comparison; however, levels of Kerrville residents who had walked or biked instead of driving and used public transportation instead of driving were lower than rates seen in comparison communities.